

CLAIMS

1. (Previously Amended) A display assembly for an electronic device comprising:
 - a backlight device;
 - a reflective display disposed above said backlight device; and
 - an embedded light guide extending through said reflective display which conducts light from said backlight device to an area above said reflective display wherein the light is reflected onto said reflective display.
2. (Previously Amended) The display assembly of Claim 1, further comprising a front light reflecting film disposed above a top surface of said reflective display and operable to reflect light onto said top surface and being sufficiently transparent to allow viewing of said reflective display.
3. (Original) The display assembly of Claim 1, wherein said backlight device is an electro-luminescent (EL) light device.
4. (Original) The display assembly of Claim 1, wherein said backlight device contains at least one light emitting diode (LED).

5. (Original) The display assembly of Claim 1, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

6. (Previously Amended) The display assembly of Claim 1, further comprising a brightness enhancing film (BEF) disposed between said backlight device and a bottom surface of said reflective display and for directing light toward said embedded light guide.

7. (Original) The display assembly of Claim 1, wherein said reflective display is an electronic ink display.

8. (Original) The display assembly of Claim 1, wherein said reflective display comprises an electronic paper display.

9. (Original) The display assembly of Claim 1, wherein said reflective display is a digital paper display utilizing micro-machining technology.

10. (Previously Amended) The display assembly of Claim 1, wherein said embedded light guide comprises a plurality of said embedded light guides which enclose an area of said reflective display.

11. (Previously Amended) The display assembly of Claim 10, wherein said plurality of said embedded light guides enclose a sub-pixel of said reflective display.

12. (Previously Amended) A display assembly for an electronic device comprising:
a backlight device; and
a reflective display disposed above said backlight device and comprising an embedded light guide extending through said reflective display for conducting light from said backlight device to an area above said reflective display wherein the light is reflected onto said reflective display.

13. (Previously Amended) The display assembly of Claim 12, further comprising a front light reflecting film disposed above a top surface of said reflective display and operable to reflect said light back onto said reflective display and being sufficiently transparent to allow viewing of said reflective display.

14. (Original) The display assembly of Claim 12, wherein said backlight device is an electro-luminescent (EL) light device.

15. (Original) The display assembly of Claim 12, wherein said backlight device contains at least one light emitting diode (LED).

16. (Original) The display assembly of Claim 12, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

17. (Previously Amended) The display assembly of Claim 12, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display and for directing light toward said embedded light guide.

18. (Original) The display assembly of Claim 12, wherein said reflective display is an electronic ink display.

19. (Original) The display assembly of Claim 12, wherein said reflective display comprises an electronic paper display.

20. (Original) The display assembly of Claim 12, wherein said reflective display is a digital paper display utilizing micro-machining technology.

21. (Previously Amended) The display assembly of Claim 12, wherein said embedded light guide comprises a plurality of said embedded light guides which enclose an area of said reflective display.

22. (Previously Amended) The display assembly Claim 12, wherein said plurality of said embedded light guides enclose a sub-pixel of said reflective display.

23. (Previously Amended) A display assembly for an electronic device comprising:
a backlight device;
a reflective display disposed above said backlight device; and
a plurality of embedded light guides extending through said reflective display and enclosing a display area within said reflective display, wherein said plurality of embedded light guides conduct light from said backlight device to an area above said reflective display wherein the light is reflected onto said reflective display.

24. (Original) The display assembly of Claim 23, further comprising a front light reflecting film disposed above said reflective display and operable to reflect said light back onto said reflective display and being sufficiently transparent to allow viewing of said reflective display.

25. (Original) The display assembly of Claim 23, wherein said backlight device is an electro-luminescent (EL) light device.

26. (Original) The display assembly of Claim 23, wherein said backlight device contains at least one light emitting diode (LED).

27. (Original) The display assembly of Claim 23, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

28. (Previously Amended) The display assembly of Claim 23, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display for directing light toward said plurality of embedded light guides.

29. (Original) The display assembly of Claim 23, wherein said reflective display is an electronic ink display.

30. (Original) The display assembly of Claim 23, wherein said reflective display comprises an electronic paper display.

31. (Original) The display assembly of Claim 23, wherein said reflective display is a digital paper display utilizing micro-machining technology.

32. (Previously Amended) The display assembly of Claim 23, wherein said plurality of embedded light guides enclose a sub-pixel area of said reflective display.